PHARMACY

Amoxicillin/ampicillin market trends, March 1984

Drug Description	Manufacturer	% Retail market share 12/82	% Retail market share 3/84	Average Qty/Rx 3/84	Average price 12/82	Average price 3/84	% Retail margin* 12/82	% Retail margin* 3/84
Amoxil susp 250mg/5ml	Beecham	11.0	13.9	—	$ 8.31	$ 7.90	38	43
Amoxil cap 250mg	Beecham	8.2	11.4	25	7.80	7.41	45	46
Amoxil susp 125mg/5ml	Beecham	10.2	9.1	—	6.08	6.02	52	57
Amoxil cap 500mg	Beecham	3.3	6.0	23	11.61	10.79	31	37
Omnipen cap 250mg	Wyeth	5.0	5.3	29	6.01	5.84	55	57
Omnipen cap 500mg	Wyeth	4.3	4.1	28	8.21	8.02	42	46
Amcill cap 250mg	Parke Davis	2.9	3.2	30	5.98	5.96	56	59
Wymox susp 250mg/5	Wyeth	1.9	2.7	—	9.58	8.58	29	34
Wymox cap 250mg	Wyeth	1.4	2.4	26	8.78	7.97	36	42
Amcill cap 500mg	Parke Davis	2.2	2.3	29	8.36	8.18	43	46
Amoxil Chewable 250mg	Beecham	—	1.8	28	—	9.36	—	43
Amoxicillin cap 250mg	Parke Davis	—	1.8	26	—	8.80	—	35
SK Ampicillin cap 250mg	SKF	2.9	1.7	31	5.09	5.20	65	68
Omnipen susp 250mg/5ml	Wyeth	2.2	1.6	—	7.23	7.07	47	50
Amoxicillin susp 250mg/5ml	Parke Davis	—	1.6	—	—	9.54	—	31
Wymox susp 125mg/5ml	Wyeth	—	1.6	—	—	6.49	—	47
Spectrobid tab 400mg	Roerig	2.2	1.4	15	15.94	17.35	27	26
SK Ampicillin cap 500mg	SKF	2.4	1.3	29	7.13	7.00	50	55
Totacillin cap 250mg	Beecham	1.8	1.1	30	6.56	8.74	46	46
Ampicillin cap 250mg	Lederle	—	1.1	30	—	5.95	—	66
Larotid susp 250mg/5ml	Roche	3.0	1.1	—	8.33	8.20	56	40
Wymox cap 500mg	Wyeth	—	1.1	25	—	11.50	—	31
Trimox susp 250mg/5ml	Squibb	—	1.0	—	—	8.04	—	44
Ampicillin cap 250mg	Generic**	2.0	1.0	30	4.81	5.80	58	65
Top 24		79.1	79.6	—	7.74	8.15	43	46
All Others		20.9	20.4	—	7.60	6.02	38	36
Total		100.0	100.0	—	7.71	7.72	42	44

*Margins are calculated based on average wholesale prices.
**Includes prescriptions filled with other than nationally promoted products.
Source: PharmAssist

Script survey

Generics play smaller role in amoxicillin/ampicillin field

NEW YORK—The amoxicillin/ampicillin drug store market experienced significant changes during the 15-month period from January 1983 through March 1984. Among them:

- Beecham tightened its grip on the market, as the firm's drug store script volume advanced nine share points. The firm now commands 43% of all amoxicillin/ampicillin scripts.
- Generics are playing a less significant role among the leading 24 ampicillin/amoxicillin products dispensed through drug stores. This year, for the first time, only generic ampicillin 250mg capsules made the list of leading products. In 1982, however, generic versions of ampicillin 250mg and 500mg as well as amoxicillin 250mg held positions among the top 24 products dispensed.
- Although the price of an average ampicillin/amoxicillin script remained unchanged at $7.72, the average price of the market leaders' scripts gained 40¢ and now stands at $8.15. Prices among the all other group averaged $6.02 per script, a decline of almost $1.60.

These were some of the main findings of a survey conducted by Texas-based PharmAssist from script data collected during March 1984.

Other findings indicated that retailer margins for ampicillin/amoxicillin products averaged 44%, a 2– point gain over previous levels. The margin gain was even stronger among the top 24 products, which chalked up a record average of 46%.

Although retailer margins advanced for almost all leading products, the average prescription price paid by consumers for seven of the top 10 amoxicillin/ampicillin products declined. This means manufacturers such as Beecham, Wyeth and Parke-Davis cut prices to retailers and a portion of the price decline passed through to consumers.

Retailer margins for the "All Other" category fell 2 points to 36% during the audit period.

Products appearing for the first time among the top 24 include Amoxil Chewables 250mg (Beecham), Amoxicillin 250mg Caps and Suspension 250mg/5ml (Parke-Davis) and Wymox 500mg Caps and 125mg/5ml Suspension (Wyeth).

SKF president is honored by college

PHILADELPHIA—Tom Collins received an honorary doctor of pharmacy degree from the Massachusetts College of Pharmacy and Allied Health Sciences.

The SKF Labs president received the degree for distinguished service to the profession of pharmacy and to the pharmaceutical industry.

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Triple A Product Study

Fast-track products lead promo race

Top 10 fastest moving GM/H&BA products (unit sales)

Rank	Product	Size
1	Kodak film	C110-24
2	Kodak film	CP135-24
3	Kodak Disc film	single
4	Chap Stick	
5	Fleet Enema	
6	Kodak film	C110-12
7	Duracell alkaline "D" batteries	twin
8	Crest regular	6.4 oz.
9	Isomil RTF	32 oz.
10	Kodak film	CM135-24

Source: *Drug Store News* 1984 Triple A study

Top 10 highest volume GM/H&BA products (dollar sales)

Rank	Product	Size
1	Polaroid SX 70	single
2	Kodak film	C110-24
3	Slim Fast powder	16 oz.
4	Huggie's Toddler diapers	33's
5	Kodak film	CP135-24
6	Polaroid film 600	single
7	Huggie's Daytime diapers	48's
8	Polaroid SX 70	Twin
9	Luvs large convenience diapers	32's
10	Kodak film instant	PR10

Source: *Drug Store News* 1984 Triple A study

Top 10 most profitable GM/H&BA products (gross profit dollars)

Rank	Product	Size
1	Duracell Alkaline "AA" batteries	4's
2	Kodak film	C110-24
3	Kodak film instant	PR10
4	Kodak Disc film	Twin
5	Kodak film	CP135-24
6	Kodak Disc film	single
7	Soflens tablets	24's
8	Energizer "AA" Alkaline batteries	4's
9	Duracell Alkaline "D" batteries	2 pack
10	Kodak film	CM135-24

Source: *Drug Store News* 1984 Triple A survey

What is a Triple A product? Basically, it is a product that shoppers know by name, by reputation and by package and purchase by price.

Thus began the editors' introduction to the first Triple A Product Study published 15 years ago in *Chain Store Age Drug Edition, Drug Store News*' predecessor.

In the end, the editorial went on to say, the primary function of Triple A merchandise is to draw traffic.

There have been a lot of changes in drug store merchandising in the past decade and a half, but the basic premise set down in that first Triple A study remains as true—and as fresh—today as it ever was.

The Triple A products are the ones that provide drug store retailers with promotional heat. They are featured in ads and they are given preferential in-store treatment. They pull the traffic and they generate hefty gross profit dollars.

Typically, the same products and manufacturers turn up on the Top 100 list year after year. What would a Triple A Study be, for example, without a Procter & Gamble or Colgate-Palmolive, without a Kodak or Polaroid, without a Gillette or Johnson & Johnson?

These are the super marketers. They create consumer demand with useful products, and they spend the money to keep those products alive in customers' minds.

But while the basic core of products remains the same year after year, the Top 100 list continues to undergo change as new consumer needs create fresh product introductions. The recent growth of products geared for contact lens users is a good example.

Although retailers in the past 15 years have grown a great deal more sophisticated in tracking item movement, the concept of a national list of best-selling products remains as useful today as it ever was. It can still serve as a promotional barometer and as a checklist against which

Continued on page 49

Triple A Product Study

The top 100 items, ranked by unit volume

Item	Size
1. Kodak film	C110-24
2. Kodak film	C135-24
3. Kodak Disc film	single
4. Chap Stick	
5. Fleet Enema	
6. Kodak Film	C110-12
7. Duracell Alkaline "D"	2 pack
8. Crest regular	6.4 oz.
9. Isomil RTF	32 oz.
10. Kodak film	CM135-24
11. Duracell Alkaline "C"	2 pack
12. Aquafresh toothpaste	6.4 oz.
13. Duracell Alkaline "AA"	4 pack
14. Energizer "D" Alkaline	2 pack
15. Similac regular RTF	32 oz.
16. Energizer "AA" Alkaline	4 pack
17. Enfamil RTU	32 oz.
18. Energizer "C" Alkaline	2 pack
19. Kodak Disc film	twin
20. Mylanta liquid	12 oz.
21. Kodak film	CP135-36
22. Tylenol Extra Strength tabs	60's
23. Energizer "AA" Alkaline	2 pack
24. Tampax Super	40's
25. Q Tips flexible swabs	170's
26. Huggies Toddler diapers	33's
27. Sweet 'N Low	100's
28. Good News disposable razor	3's
29. Robitussin DM	4 oz.
30. Duracell Alkaline 9 Volt	
31. Similac Liquid with Iron	13 oz.
32. Polaroid film SX 70	Single
33. Bayer aspirin	100's
34. Tylenol Extra Strength tabs	30's
35. Listerine	32 oz.
36. Bic men's shaver	5's
37. Nyquil	6 oz.
38. Polaroid film 600	Single
39. Colgate toothpaste regular	9 oz.
40. Anacin tabs	100's
41. Vidal Sassoon Shampoo	8 oz.
42. Crest Mint	6.4 oz.
43. Actifed tabs	24's
44. Visine eye drops	½ oz.
45. Eveready Heavy Duty	2 pack
46. Similac with Iron RTF	32 oz.
47. Baby Fresh Jumbo Wipes	80's
48. Energizer 9-Volt Alkaline	
49. Oral B 40 toothbrush	
50. Listerine	12 oz.
51. Rolaids	Single pack
52. Tylenol Extra Strength tabs	100's
53. Atra Cartridges	5's
54. Maalox liq	12 oz.
55. Kodak film	C126-24
56. Eveready Heavy Duty "C"	2 pack
57. Tylenol Extra Strength caps	50's
58. Bausch & Lomb Saline Solution	8 oz.
59. Tampax original regular	40's
60. Mennen Speed Stick Regular	2.5 oz.
61. Eveready "AA" Heavy Duty	4 pack
62. Bausch & Lomb Saline Solution	12 oz.
63. Oil of Olay	4 oz.
64. Tylenol Extra Strength	24's
65. Efferdent tabs	60's
66. Dristan tabs	24's
67. Enfamil Liquid with Iron	13 oz.
68. Halls Mentho-Lyptus	
69. Pepto Bismol	8 oz.
70. Tylenol Chewable	30's
71. Oral B 60 toothbrush	
72. Sylvania Super 10 Flip Flash	
73. Luv Medium Convenience diapers	48's
74. Sylvania Magicubes	
75. Luvs Large Convenience diapers	32's
76. Vaseline Jelly	3.75 oz.
77. Reach toothbrush med	
78. Aquafresh toothpaste	4.6 oz.
79. Alka Seltzer Plus	36's
80. Contac caps	10's
81. Bufferin tabs	100's
82. Alka Seltzer foil	36's
83. Bayer aspirin	50's
84. Colgate Winterfresh gel	6.4 oz.
85. Ban Roll-on regular	1.5 oz.
86. Vicks Formula 44-D	3 oz.
87. Huggies daytime diapers	18's
88. Vaseline Jelly	1.75 oz.
89. Massengill Douche Vinegar	Twin
90. Crest Mint	8.2 oz.
91. Kodak film	CM135-36
92. Summers Eve Disp Douche	Twinpack
93. Pampers Elastic Toddler	12's
94. Barbasol Bomb Regular	11 oz.
95. Crest Regular	8.2 oz.
96. Kodak film instant	PR10
97. Ban Roll-on unscented	1.5 oz.
98. Maalox Plus liquid	12 oz.
99. Stayfree Maxi Pads	12's
100. Soflens tabs	24's

Fast-track products lead promo race

Continued from page 47

retailers can compare their own lists of hot performers.

Film dominates lists

In this year's Triple A Product Study, the top 10 places on the dollar, unit and profit charts are again dominated by film products, with Polaroid's SX 70 instant film emerging as the No. 1 dollar producer and Kodak's C110 film heading the unit list.

In fact, Kodak managed to grab five places on the Top 10 unit list and three on the Top 10 dollar list, while Polaroid's SX 70 film took two of the places on the Top 10 dollar list—first place for its single pack and sixth for the twinpack.

As for gross profit dollars, film was even more dominant, with six of the Top 10 places going to Kodak products.

This year batteries were tracked for the first time in the Triple A Study. Highly consumable and placed at heavy traffic locations, batteries scored in the survey, gaining 12% of the places on the unit list, 9% of the dollar places and 13% of the profit dollar spots.

On the Top 10 lists, batteries were particularly strong in generating gross profit dollars, gaining 3 of the 10 places.

In terms of profit dollars, the only other category besides film and batteries to gain a place on the Top 10 list was eye/lens care—Bausch & Lomb's Softlens 24s.

Other categories that took places on the Top 10 lists in dollars and units included cough/cold, laxatives, baby needs, dental/oral care and reducing aids.

Computerized data

To compile the 1984 Triple A Product Study, *Drug Store News* computerized and ranked warehouse withdrawal data from a wide variety of retail drug store chains and major wholesalers. The data was for a full year, which eliminated seasonal skews.

We originally started out comparing item movement, dollar sales and gross profit dollars within 21 specially selected general merchandise and health and beauty aid categories.

By the time we had finished ranking and computerizing the data, however, only 13 categories emerged as major players in the Top 100 rankings.

In the Top 100 unit sales list, there were a total of 17 categories, but only 13 of these had more than three products represented.

Fifteen categories emerged in the dollar sales ranking, but only 11 had more than three products represented.

On the gross profit dollar list, there were also 15 categories, but only 11 of these had more than three products.

Most productive categories (number of products in Top 100)

Category	Rank in unit sales	Rank in dollar sales	Rank in gross profit dollars
Film	1	2	1
Dental needs	1	6	3
Baby needs	2	1	4
Batteries	2	5	2
Analgesics	3	3	2
Cough/cold	4	4	2
Antacids	5	7	6
Feminine hygiene	6	8	4
Eye care needs	7	8	5
Deodorants	8	—	6

Source: *Drug Store News* 1984 Triple A study

Five top categories

Stories on the major categories appear throughout this section, but to summarize the results, there were five categories that repeatedly made it into the top rankings in all three dimensions.

Film, again, was the top-producing category. In addition to its domination of the top 10 lists, it also scored heavily on the Top 100. Film gained 14% of the places in unit sales, 17% in dollar sales and 15% in gross profit dollars.

Only in dollar sales was there a product category that gained more places than film on the Top 100 list, and that was baby needs.

Baby needs, with 12 products ranked in the Top 100 unit sales list, tied with batteries (12 products ranked in the Top 100) for the second most productive category.

The baby needs category, with its thin margins, was not as productive in terms of gross profit dollars, but it did manage to come in fourth with seven places on the Top 100 list.

Dental needs, which placed 14 products on the Top 100 list, tied with film in that area, but the category took third place in gross profit dollars with eight products.

Triple A Product Study

The top 100 items, ranked by dollar volume

Item	Size
1. Polaroid SX 70	Single
2. Kodak film	C110-24
3. Slim Fast powder	16 oz.
4. Huggies Toddler diapers	33's
5. Kodak film	CP135-24
6. Polaroid film 600	Single
7. Huggies Daytime diapers	48's
8. Polaroid SX70 Film	Twin
9. Luvs Large Convenience diapers	32's
10. Kodak film instant	PR10
11. Kodak Disc film	Single
12. Kodak Disc film	Twin
13. Listerine	32 oz.
14. Pampers Elastic Toddler	48's
15. Luv Medium Convenience diapers	48's
16. Kodak film	CM135-24
17. Kodak film	CP135-36
18. Pampers Elastic Extra Absorb	60's
19. Oil Of Olay	4 oz.
20. Polaroid Film 600	Twin
21. Energizer "AA" Alkaline	4 pack
22. Duracell Alkaline "AA"	4 pack
23. Tylenol Extra Strength tabs	100's
24. Dexatrim Extra Strength caps	20's
25. Similac with Iron RTF	32 oz.
26. Kodak film	CM135-36
27. Tylenol Extra Strength tabs	60's
28. Centrum vitamins	100/30
29. Kodak film	C110-12
30. Duracell Alkaline "D"	2 pack
31. Isomil RTF	32 oz.
32. Duracell Alkaline "C"	2 pack
33. Actifed tabs	24's
34. Tampax Original Regular	40's
35. Mylanta liquid	12 oz.
36. Nyquil	6 oz.
37. Anacin tabs	100's
38. Similac Regular RTF	32 oz.
39. Energizer "D" Alkaline	2 pack
40. Energizer "C" Alkaline	2 pack
41. Crest regular	6.4 oz.
42. Aquafresh toothpaste	6.4 oz.
43. Tylenol tabs	100's
44. Tylenol Extra Strength caps	50's
45. Tylenol Extra Strength caps	100's
46. Robitussin DM	4 oz.
47. Huggies Daytime Diapers	18's
48. Baby Fresh Jumbo Wipes	80's
49. Bayer aspirin	100's
50. Tylenol Extra Strength tabs	30's
51. Atra cartridges	10's
52. Dexatrim Extra Strength caps	40's
53. Maalox liquid	12 oz.
54. Tylenol Chewable	30's
55. Bausch & Lomb Saline Solution	12 oz.
56. Nyquil	10 oz.
57. Duracell Alkaline 9 Volt	
58. Tylenol Elixir	4 oz.
59. Scope mouthwash	40 oz.
60. Enfamil RTU	32 oz.
61. Visine eye drops	½ oz.
62. Tylenol Drops	½ oz.
63. Similac Liquid with Iron	13 oz.
64. Bufferin tabs	100's
65. Stayfree Maxi Pads super	30's
66. Excedrin tabs	100's
67. Tylenol Extra Strength caps	24's
68. Dristan tabs	24's
69. Energizer "AA" Alkaline	2 pack
70. Pampers Elastic Toddler	12's
71. Energizer 9-Volt Alkaline	
72. Vidal Sassoon shampoo	8 oz.
73. Chap Stick	
74. Tampax Super Plus	40's
75. Afrin Nasal Spray	15ml
76. Fleet Enema	
77. Gilette Trac II	9's
78. Efferdent tabs	96's
79. Sudafed tabs 30mg	24's
80. Atra cartridges	15's
81. Huggies Toddler diapers	12's
82. Actifed tabs	12's
83. Maalox Plus liquid	12 oz.
84. Contac caps	10's
85. Kodak film	CL135-24
86. Atra cartridges	5's
87. Prosobee RTU	32 oz.
88. Enfamil with Iron	13 oz.
89. Bausch & Lomb Saline Solution	8 oz.
90. Pampers Toddler	48's
91. Colgate toothpaste reg	9 oz.
92. Kodak film	C126-24
93. Sylvania Super 10 Flip Flash	
94. Correctol tabs	30's
95. Dristan tabs	24's
96. Efferdent tabs	60's
97. Pepto Bismol	8 oz.
98. Drixoral tabs	10's
99. Sylvania Magicubes	
100. Metamucil powder	14 oz.

Analgesics show consistency across the board

Analgesics emerged as one of the strongest categories in *Drug Store News*'s annual Triple A Product Study rankings.

The category captured 10% of all unit movement sales, 14% of all dollar sales, and 10% of all gross profit dollar sales.

The best sellers on all three dimensions were Tylenol products: Tylenol Extra Strength tabs 60's was No. 1 in the category on unit sales and 22nd in the Top 100, while Tylenol Extra Strength tabs 100's was No. 1 in the category in dollar sales and 23rd in the overall dollar rankings.

Tylenol's chewable's 30's was at the head of the category list in gross profit dollar rankings while making it into the 24th spot on overall top 100 gross profit dollar rankings.

Out of the 10 analgesic products that made it into the Top 100 ranking, four were aspirin-containing products and of these four, two, or half, were Bayer aspirin products.

Bufferin was the only buffered aspirin product to make the list, turning up ninth in the category in terms of unit sales and 81st in the Top 100 unit sales. Bufferin also placed 14th in its category and 64th overall in dollar sales. It placed 12th in its category and 96th in gross profit dollar sales.

The fastest moving analgesic products (unit movement)

Rank in Category	Item	Rank in Top 100
1	Tylenol Extra Strength tabs 60's	22
2	Bayer aspirin 100's	33
3	Tylenol Extra Strength tabs 30's	34
4	Anacin tablets 100's	40
5	Tylenol Extra Srength tabs 100's	52
6	Tylenol Extra Strength caps 50's	57
7	Tylenol Extra Strength tabs 24's	64
8	Tylenol Chewable 30's	70
9	Bufferin tabs 100's	81
10	Bayer aspirin 50's	83

Source: *Drug Store News* 1984 Triple A Study

The most profitable analgesic products (gross profit dollars)

Rank in Category	Item	Rank in Top 100
1	Tylenol Chewable 30's	24
2	Tylenol Elixir 4 oz.	29
3	Tylenol Extra Strength tabs 100's	32
4	Tylenol Drops ½ oz.	35
5	Tylenol Extra Strength tabs 60's	39
6	Tylenol Extra Strength caps 24's	42
7	Tylenol Extra Strength tabs 30's	44
8	Tylenol Extra Strength caps 50's	62
9	Tylenol tabs 24's	73
10	Anacin tabs 100's	79
11	Ben Gay Greaseless 1¼ oz.	88
12	Bufferin tabs 100's	96
13	Ecotrin tabs 100's	99

Source: *Drug Store News* 1984 Triple A Study

The highest volume analgesic products (dollar sales)

Rank in Category	Item	Rank in Top 100
1	Tylenol Extra Strength tabs 100's	23
2	Tylenol Extra Strength tabs 60's	27
3	Anacin tabs 100's	37
4	Tylenol tabs 100's	43
5	Tylenol Extra Strength caps 50's	44
6	Tylenol Extra Strength caps 100's	45
7	Bayer aspirin 100's	47
8	Tylenol Extra Strength tabs 30's	50
9	Tylenol Chewable 30's	54
10	Tylenol Elixir 4 oz.	58
11	Tylenol Drops ½ oz.	62
12	Bufferin tabs 100's	64
13	Excedrin tabs 100's	66
14	Tylenol Extra Strength caps 24's	67

Source: *Drug Store News* Triple A Study

Triple A Product Study

Top 100 profit dollars

Item	Size
1. Duracell Alkaline "AA"	**4 pack**
2. Kodak film	**C110-24**
3. Kodak film instant	**PR10**
4. Kodak Disc film	**Twin**
5. Kodak film	**CP135-24**
6. Kodak Disc film	Single
7. Soflens tabs	24's
8. Energizer "AA" Alkaline	4's
9. Duracell Alkaline "D"	2 pack
10. Kodak film	CM135-24
11. Duracell Alkaline "C"	**2 pack**
12. Kodak film	**CM135-36**
13. Polaroid SX 70	**Single**
14. Kodak film	**CP135-36**
15. Actifed tabs	**24's**
16. Huggies Toddler diapers	33's
17. Energizer "D" Alkaline	2 pack
18. Polaroid film 600	Single
19. Energizer "C" Alkaline	2 pack
20. Chap Stick	
21. Centrum tabs	**100/30**
22. Duracell Alkaline 9-Volt	
23. Sure & Natural Maxi's	**30's**
24. Tylenol Chewable	**30's**
25. Energizer "AA" Alkaline	**2 pack**
26. Energizer 9-Volt Alkaline	
27. Actifed tabs	12's
28. Sudafed tabs 30mg	24's
29. Tylenol Elixir	4 oz.
30. Kodak film	C110-12
31. Bausch & Lomb Saline Solution	**12 oz.**
32. Tylenol Extra Strength tabs	**100's**
33. Afrin Nasal Spray	**15ml**
34. Huggies Daytime diapers	**48's**
35. Tylenol drops	½ oz.
36. Neosporin ointment	½ oz.
37. Sylvania Magicubes	
38. Robitussin DM	4 oz.
39. Tylenol Extra Strength tabs	**60's**
40. Efferdent tabs	**60's**
41. Polaroid SX 70 film	**Twin**
42. Tylenol Extra Strength caps	**24's**
43. Visine eye drops	**½ oz.**
44. Tylenol Extra Strength tabs	30's
45. Tampax super	40's
46. Benylin Cough Syrup	4 oz.
47. Nyquil	6 oz.
48. Mylanta liquid	12 oz.
49. Eveready Heavy Duty "D"	**2 pack**
50. Correctol tabs	**30's**
51. Duracell Alkaline 9-Volt	**2 pack**
52. Oral B 40 toothbrush	
53. Theragran-M tabs	**100's**
54. Listerine	32 oz.
55. Atra cartridges	10's
56. Bausch & Lomb Sensitive Saline Solution	8 oz.
57. Eveready Heavy Duty "C"	2 pack
58. Efferdent tabs	**96's**
59. Good News disposable razor	**3's**
60. Luv Medium Convenience diapers	**48's**
61. Luvs Large Convenience diapers	**32's**
62. Tylenol Extra Strength caps	**50's**
63. Bic Men's shaver	5's
64. Vicks Formula 44-D	3 oz.
65. B&L Saline Solution	8 oz.
66. Dristan tabs	24's
67. Summers Eve Vinegar & Water	**Twin pack**
68. Oral B 35 toothbrush	
69. Tampax Original regular	**40's**
70. Scope mouthwash	**40 oz.**
71. Sylvania Super 10 Flip Flash	
72. Robitussin	4 oz.
73. Tylenol tabs	24's
74. Atra cartridges	5's
75. Q Tips flexible swabs	170's
76. Secret Solid A/P regular	2 oz.
77. Maalox Plus liquid	**12 oz.**
78. Sylvania Flash Bar	
79. Anacin tabs	**100's**
80. Pepto Bismol	**4 oz.**
81. Ban Roll-on regular	**1.5 oz.**
82. Sure Solid A/P unscented	2 oz.
83. Mennen Speed Stick regular	2.5 oz.
84. Massengill Douche Vinegar & Water	Twin
85. Isomil RTF	32 oz.
86. Tampax super plus	40's
87. Alka Seltzer foil	**36's**
88. Ben Gay Greaseless	**¼ oz.**
89. Stayfree Maxi Deodorant Pads	**30's**
90. Pampers Elastic Toddler	**48's**
91. St. Ives Jojoba	**Combo**
92. Efferdent tabs	40's
93. Vaseline Jelly	3.75 oz.
94. Reach toothbrush med	
95. Baby Fresh Jumbo Wipes	80's
96. Bufferin tabs	100's
97. Triaminic syrup	**4 oz.**
98. Nyquil	**10 oz.**
99. Ecotrin tabs	**100's**
100. Eveready "AA" Heavy Duty	**4 pack**

Large size baby care products draw traffic

Predictions that the baby boomlet would increase sales throughout the 1980's are coming true, with various types of diapers, formulas and baby washcloths peppering the list of Top 100 products.

Not only have these products grown in sales, but new, larger sizes have particularly caught on, causing some drug chains to expand the sizes of their baby departments and weed out slower-moving products. For example, 32-oz. sizes of Enfamil, Isomil and Similac, Huggies toddler diapers 33's and Baby Fresh jumbo wipes 80's were all in the Top 50 in unit sales.

These sales parallel findings by A. C. Nielsen that show disposable diapers, a $2 billion market, grew 13% between 1982-83. Sales in drug stores make up 10.5% of this total. Other findings show that disposable washcloths, a $135 million market, grew by 22%, and that baby lotions and powders, a $110 million market, increased by 19%. Drug stores sell 29% of baby lotions and powders, and 16% of washcloths.

Popular large-quantity boxes of disposable diapers have caused a dilemma for drug stores. While these space-taking packages draw traffic, they also must be footballed to compete with supermarkets and mass merchandisers. Not only are the Huggies' 33's good sellers, but other industry leaders include the 48-diaper boxes of Luvs, Pampers and Huggies and the 60-count Pampers.

To overcome the squeeze on margins from diapers, and formulas, drug chains mix profitable items in the baby care department, such as private label cloths, shampoos, powders and oil, which can bring in margins as high as 50%. Even brand name cloths can yield margins of anywhere from 25% to 40%.

The highest volume baby need products (dollar sales)

Rank in Category	Item		Rank in Top 100
1	Huggies Toddler diapers	33's	4
2	Huggies Daytime diapers	48's	7
3	Luvs Large convenience diapers	32	9
4	Pampers Elastic Toddler	48's	14
5	Luvs Medium convenience diapers	48's	15
6	Pampers Elastic Extra Absorbent	60's	18
7	Similac with Iron RTF	32 oz.	25
8	Isomil RTF	32 oz.	31
9	Similac Regular RTF	32 oz.	38
10	Huggies Daytime diapers	18's	47
11	Baby Fresh Jumbo Wipes	80's	48

Source: *Drug Store News* 1984 Triple A Study

The most profitable baby need products (gross profit dollars)

Rank in Category	Item		Rank in Top 100
1	Huggies Toddler diaper's	33's	16
2	Huggies Daytime diapers	48's	34
3	Luvs Medium convenience diapers	48's	60
4	Luvs Large convenience diapers	32's	61
5	Isomil Ready-to-feed	32 oz.	85
6	Pampers Elastic diapers	48's	90
7	Baby Fresh Jumbo Wipes	80's	95

Source: *Drug Store News* 1984 Triple A Study

The fastest moving baby needs products (unit sales)

Rank in Category	Item		Rank in Top 100
1	Isomil RTF	32 oz.	9
2	Similac Regular RTF	32 oz.	15
3	Enfamil RTU	32 oz.	17
4	Huggies Toddler Diapers	33's	26
5	Similac Liq. w/Iron	13 oz.	31
6	Similac w/Iron RTF	32 oz.	46
7	Baby Fresh Jumbo Wipes	80's	47
8	Enfamil Liquid w/Iron	13 oz.	67
9	Luvs Medium convenience diapers	48's	73
10	Luvs Large convenience diapers	32	75

Source: *Drug Store News* Triple A Study

Triple A Product Study

The fastest moving shaving products (unit movement)

Rank in Category	Item		Rank in Top 100
1	Good News disposable Razor	3's	28
2	Bic Men's shaver	5's	36
3	Atra cartridge	5's	53
4	Barbasol regular	11 oz.	94

Source: *Drug Store News* Triple A Study

The most profitable shaving products (gross profit dollars)

Rank in Category	Item		Rank in Top 100
1	Atra cartridge	10's	55
2	Good News disposable razor	3's	59
3	Bic men's shaver	5's	63
4	Atra cartridge	5's	74

Source: *Drug Store News* Triple A Study

Razors, blades retain their sharp profit edge

Despite heavy competition from supermarkets, drug chains continue to record strong sales results from the razors and blades category.

According to *Drug Store News'* annual report on the chain drug industry, razor and blade sales last year climbed 11.6% to $114.8 million. Overall, razor and blades account for 4.8% of the toiletry department sales.

Not surprisingly, the moderately priced razors and blades placed higher in the Top 100 listing by unit sales than by dollar sales. However, razors and blades, with their strong profit margins, figured strongly in the list of Top 100 by gross profit margin.

The leading razor and blade products by unit movement were Good News disposable razors 3's, Bic men's shavers 5's and the Atra cartridges 5's.

In dollar sales, the leading sellers were Atra cartridge 10's, Gillette Trac II, Atra cartridges 15's and Atra cartridges 5's. According to the Triple A Product Study, the biggest moneymakers in the shaving products category were Atra cartridge 10's, Good News disposable razors, Bic men's shavers 5's and Atra cartridges 5's.

Disposable razors are the best performer in the category for most drug chains. Drug retailers have been able to offset the competition from supermarkets and discount stores with disposable razors by taking advantage of off-shelf display fixtures from manufacturers such as dump bins.

In addition, many drug store opertors merchandise disposable razors and replacement blades in key traffic locations, such as the front-end checkouts.

While drug chains appear to be holding their own in the battle to retain the razor and razor blade business, only one shaving cream product managed to make the Top 100. Barbasol regular 11 oz. made the Top 100 of leading sellers by units, based on its low average price point.

The fastest moving shaving products (dollar sales)

Rank in Category	Item		Rank in Top 100
1	Atra cartridge	10's	51
2	Gillette Trac II	9's	77
3	Atra cartridges	15's	80
4	Atra cartridge	5's	86

Source: *Drug Store News* Triple A Study

Batteries score high on every AAA product list

With the exception of film, no category had as many products featured in the Triple A Product Study as did batteries.

Batteries finished among the leading products in dollar sales, unit sales and overall profit dollars. In addition, the Triple A report reveals considerable selling strength in the three major sizes—D, C and AA—as well as in the alkaline and heavy-duty varieties.

Six batteries were listed among the Top 20 selling products by unit sales. Duracell and Eveready each had three products in the Top 20. Duracell's alkaline D battery 2-pack placed highest—seventh overall in the Top 100 in unit sales. Its AA alkaline 4-pack and alkaline C battery 2-pack also finished strongly.

Eveready also had its D, C and AA batteries in the Top 20 in unit sales. Eveready's heavy duty D, C and AA batteries dominated the remainder of the Top 100 unit movement chart.

The higher-priced alkaline batteries were the only battery products listed in the Top 100 by dollar sales. However, Eveready still had five and Duracell had four different batteries listed in the top 100 by dollar volume.

Batteries are among the most profitable products carried in drug stores. This point was driven home by the Triple A survey. Of the Top 25 products in terms of gross profit dollars, eight were battery products. Duracell's alkaline AA 4-pack batteries was the highest gross-profit-dollar producer.

There are a number of factors that can be traced to the remarkable showing by the batteries category in the Triple A study. Batteries are generally considered impulse items. Drug chains take advantage of this by strategically placing battery displays near checkout registers. Many drug retailers also use large attention-grabbing display fixtures in the front-end locations of their stores.

The highest volume battery products (dollar sales)

Rank in Category	Item	Rank in Top 100
1	Energizer Alkaline "AA" 4-pack	21
2	Duracell Alkaline "AA" 4-pack	22
3	Duracell Alkaline "D" 2-pack	32
4	Energizer Alkaline "D" 2-pack	39
5	Energizer Alkaline "C" 2-pack	40
6	Duracell Alkaline 9 Volt	57
7	Energizer Alkaline "AA" 2-pack	69
8	Energizer Alkaline 9 Volt	71

Source: *Drug Store News* Triple A Study

The most profitable battery products (gross profit dollars)

Rank in Category	Item	Rank in Top 100
1	Duracell Alkaline "AA" 4-pack	1
2	Energizer Alkaline "AA" 4-pack	8
3	Duracell Alkaline "D" 2-pack	9
4	Duracell Alkaline "C" 2-pack	11
5	Energizer Alkaline "C" 2-pack	17
6	Energizer Alkaline "C" 2-pack	19
7	Duracell Alkaline 9 Volt	22
8	Energizer Alkaline "AA" 2-pack	26
9	Eveready Heavy Duty "D" 2-pack	49
10	Duracell Alkaline 9 Volt	51
11	Eveready Heavy Duty "AA" 4-pack	53
12	Eveready Heavy Duty "C" 2-pack	57

Source: *Drug Store News* Triple A Study

The fastest moving battery products (unit sales)

Rank in Category	Item	Rank in Top 100
1	Duracell Alkaline "D" 2 -pack	7
2	Duracell Alkaline "C" 2-pack	11
3	Duracell Alkaline "AA" 4-pack	13
4	Energizer Alkaline "D" 2-pack	14
5	Energizer "AA" Alkaline 4-pack	16
6	Energizer Alkaline "C" 2-pack	18
7	Energizer Alkaline "AA" 2-pack	23
8	Eveready Heavy Duty "D" 2-pack	45
9	Eveready Heavy Duty "C" 2-pack	56
10	Eveready Heavy Duty "AA" 4-pack	61

Source: *Drug Store News* Triple A Study

Triple A Product Study

Liquids retain edge in antacids market

Antacids captured 6% of all the units sold in this year's annual *Drug Store News* Triple A Product Study.

Liquid antacids out sold tablet antacids by more than eight to two in terms of unit sales. Of the six antacid products that made it into our rankings, 83% were liquids while just 17% were tablets.

Antacids marketed as medications for chronic stomach disorders such as ulcers sold just as strongly as antacids marketed for such simpler applications as relief for acid indigestion.

Stuart's Mylanta 12 oz. was at the head of its category in unit sales as well as 20th in overall Top 100 unit rankings.

Rolaids, helped by a strong advertising thrust, placed second within the category rankings and 51st in the Top 100 unit movement. Rolaids sales may also have been helped by the fact that the product is portable and can easily be used as a supplement between regular doses of liquid antacids.

Maalox liquid 12 oz. was the third best-selling antacid in unit sales while it made 54th on the overall Top 100 rankings.

Maalox, however, was the only antacid to get two sku's on the Top 100 unit movement list. In addition to Maalox 12 oz., Maalox Plus, an antigas agent, placed sixth within the category.

The fastest moving antacid products (unit movement)

Rank in Category	Item	Rank in Top 100
1	Mylanta liquid 12 oz.	20
2	Rolaids single pack	51
3	Maalox liquid 12 oz.	54
4	Pepto Bismol 8 oz.	69
5	Alka Seltzer foil 36's	82
6	Maalox Plus liquid 12 oz.	98

Source: *Drug Store News* 1984 Triple A Study

The highest volume antacid products (dollar sales)

Rank in Category	Item	Rank in Top 100
1	Mylanta Liquid 12 oz.	35
2	Maalox Liquid 12 oz.	53
3	Maalox Plus Liquid 12 oz.	83
4	Pepto Bismol 8 oz.	98

Source: *Drug Store News* 1984 Triple A Study

The most profitable antacid products (gross profit dollars)

Rank in Category	Item	Rank in Top 100
1	Mylanta 12 oz.	48
2	Maalox Plus liquid 12 oz.	71
3	Pepto Bismol 4 oz.	80
4	Alka Seltzer foil 36's	87

Source: *Drug Store News* 1984 Triple A Study

Film, photo big winners on Triple A charts

The photo supply category had more products listed among the Top 10 selling items in the 1984 *Drug Store News* Triple A Products Study than any other drug store product category.

The photography hobby craze shows no signs of weakening, as film supplies, which generate approximately 40% of a chain drug store photo department, were the big movers both in units and dollar volume. The big winner in unit movement was Kodak. Three of its products placed first, second and third in the Top 100. Kodak's C110-24 moved to the No. 1 position this year in the unit-movement ranking. Its CP135-24 occupied the No. 2 position, followed by Kodak's Disc film single pack, which placed third.

In dollar sales, the Polaroid SX 70 single pack captured the No. 1 position. Kodak's C110-24 and CPL135-24 also placed in the top five. Two other Polaroid products—the ASA 600 single pack and the SX70 twin pack—made it into the Top 10.

The Triple A study reveals several key points about the photo department in chain drug stores. While competition in the retail marketplace has increased, drug retailers continue to do a brisk business with film supplies. High traffic locations for film products and frequent promotions have been factors in the success of the category.

It also is apparent that drug retailers have recognized the growing popularity of the 35mm camera market and have moved aggressively to snare a larger segment of this business.

However, at the same time, the study also reveals that the 110, Disc and instant photography camera market still commands a great deal of attention.

The highest volume film products (dollar sales)

Rank in Category	Item	Rank in Top 100
1	Polaroid SX 70 single	1
2	Kodak film C110-24	2
3	Kodak film CP135-24	5
4	Polaroid film 600 single	6
5	Polaroid SX 70 film twin	8
6	Kodak film instant PR10	10
7	Kodak Disc film single	11
8	Kodak Disc film twin	12
9	Kodak film CM135-24	16
10	Kodak film CP135-36	17
11	Polaroid film 600 twin	20
12	Kodak film CM135-36	26

Source: *Drug Store News* 1984 Triple A Study

The fastest moving film products (unit movement)

Rank in Category	Item	Rank in Top 100
1	Kodak film C110-24	1
2	Kodak film CP135-24	2
3	Kodak Disc film single	3
4	Kodak film C110-12	6
5	Kodak film CM135-24	10
6	Kodak Disc film twin	19
7	Kodak film CP135-36	21
8	Polaroid SX 70 single	38
9	Polaroid film 600 single	32
10	Kodak film C126-24	55
11	Kodak film CM135-36	91
12	Kodak film instant PR10	96
13	Sylvania Super "10" Flip Flash	72
14	Sylvania Magicubes	74

Source: *Drug Store News* 1984 Triple A Study

The most profitable film products (gross profit dollars)

Rank in Category	Item	Rank in Top 100
1	Kodak film C110-24	2
2	Kodak film instant PR10	3
3	Kodak Disc film twin	4
4	Kodak film CP135-24	5
5	Kodak Disc film single	6
6	Kodak film CM135-24	10
7	Kodak film CM135-36	12
8	Polaroid SX 70 single	13
9	Kodak film CP135-36	14
10	Polaroid film 600 single	18
11	Kodak film C110-12	30
12	Polaroid SX 70 film twin	41

Source: *Drug Store News* 1984 Triple A Study

The fastest moving flash products (unit sales)

Rank in Category	Item	Rank in Top 100
1	Sylvania Super "10" Flip Flash	72
2	Sylvania Magicubes	74

Source: *Drug Store News* 1984 Triple A Study

The highest volume flash products (dollar sales)

Rank in Category	Item	Rank in Top 100
1	Sylvania Super "10" Flip Flash	93
2	Sylvania Magicubes	99

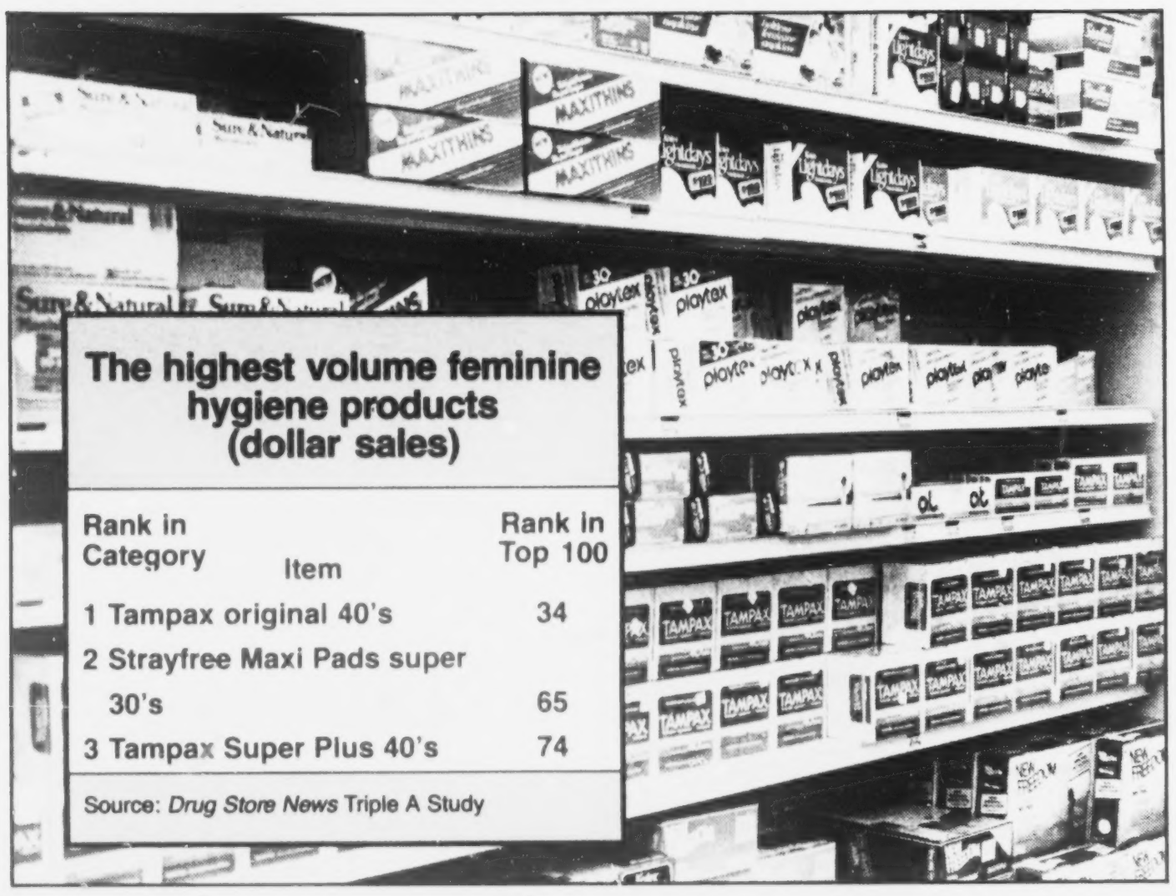
Source: *Drug Store News* 1984 Triple A Study

The most profitable flash products (gross profit dollars)

Rank in Category	Item	Rank in Top 100
1	Sylvania Magicubes	37
2	Sylvania Super "10" Flip Flash	71
3	Sylvania Flash Bar	78

Source: *Drug Store News* 1984 Triple A Study

Triple A Product Study



Tampons retain lead in feminine hygiene

Despite the introduction of a number of new shields and pads, tampons are still the most popular form of feminine hygiene protection, based on both unit and dollar sales.

Tampax continues to be the leader in the market with its Super and Super Plus 40's and Regular 40's, the only tampons to be named among the Top 100 products in units and dollar sales. The only external protection that appeared on the lists were Stayfree Maxi Pads Super 30's and Maxi Pads 12's.

However, the most profitable feminine hygiene protection appeared to be Sure & Natural Maxi's 30's, which was 23rd on the list of 100 products yielding the greatest profit margin. Also making it on that list were Tampax Super 40's, Summers Eve douche vinegar and water twinpack, Massengill douche vinegar & water twinpack, Tampax Super Plus 40's and Stayfree Maxi Deodorant pads 30's.

Both the Summers Eve and Massengill twinpacks also appeared at the lower end of the Top 100 products in units.

The entire feminine hygiene category continues to be a good one for drug chains, which experienced record sales of $324 million in 1982, a 12% increase over the previous year.

The highest volume feminine hygiene products (dollar sales)

Rank in Category	Item	Rank in Top 100
1	Tampax original 40's	34
2	Strayfree Maxi Pads super 30's	65
3	Tampax Super Plus 40's	74

Source: *Drug Store News* Triple A Study

The fastest moving feminine hygiene products in unit sales

Rank in Category	Item	Rank in Top 100
1	Tampax super 40s	24
2	Tampax regular 40's	59
3	Massengill Douche Vinegar & Water twinpack	89
4	Summers Eve Douche Vinegar & Water twinpack	92
5	Stayfree Maxi Pads 12's	99

Source: *Drug Store News* Triple A Study

The most profitable feminine hygiene products (gross profit dollars)

Rank in Category	Item	Rank in Top 100
1	Sure & Natural Maxi's 30's	23
2	Tampax Super 40's	45
3	Summers Eve Douche Vinegar & Water twinpack	67
4	Tampax original regular 40's	69
5	Massengill Douche Vinegar & Water twinpack	84
6	Tampax Super Plus 40's	86
7	Stayfree Maxi deodorant pads 30's	89

Source: *Drug Store News* Triple A Study

Visine top unit seller in eye care category

Eye care solutions accounted for approximately 4% of the Top 100 fast-moving products in unit sales.

Bausch and Lomb, with 50% of all unit sales in this category, was head and shoulders above the nearest competitor, Allergan, which took a 25% share.

The top unit seller in the category, however, was not an eye care solution product but Visine.

Visine's consumability, however, brought it down to third in gross profit dollar rankings. Apparently most retailers are keeping their margins rather tight on the fastest-selling items while still taking higher markups on the products that sell well to smaller segments of the population.

Soflens Tablets 24's was the No. 1 profit-maker in the eye lens care category, with B & L's Saline Solution 12, second.

The fastest moving eye/lens care products (unit movement)

Rank in Category	Item	Rank in Top 100
1	Visine eye drops-plastic 15. oz.	44
2	Bausch & Lomb Solution 8 oz.	58
3	Bausch & Lomb Solution 12 oz.	62
4	Soflens tabs 24's	100

Source: *Drug Store News* 1984 Triple A Study

The most profitable eye/lens care products (gross profit dollars)

Rank in Category	Item	Rank in Top 100
1	Soflens tabs 24's	7
2	Bausch & Lomb Saline Solution 12 oz.	31
3	Visine eye drops-plastic ½ oz.	43
4	Bausch & Lomb Sensitive Saline Solution 8 oz.	56
5	Bausch & Lomb Saline Solution 8 oz.	65

Source: *Drug Store News* 1984 Triple A Study

The highest volume eye/lens care products (dollar sales)

Rank in Category	Item	Rank in Top 100
1	Bausch & Lomb Saline Solution 12 oz.	55
2	Visine eye drops-plastic 1.5 oz.	61
3	Bausch & Lomb Saline Solution 8 oz.	89

Source: *Drug Store News* 1984 Triple A Study

Triple A Product Study

Cough/cold accounts for 9% of unit sales list

The fastest moving cough/ cold products (unit movement)

Rank in Category	Item	Rank in Top 100
1	Chap Stick	4
2	Robitussin DM 4 oz.	29
3	Nyquil 6 oz.	37
4	Actifed tabs 24's	43
5	Dristan tabs 24's	66
6	Halls Mentho-Lyptus	68
7	Alka Seltzer Plus 36's	79
8	Contac caps 10's	80
9	Vicks Formula 44-D 3 oz.	86

Source: *Drug Store News* 1984 Triple A Study

Cough/cold products accounted for approximately 9% of all unit sale products in *Drug Store News* 1984 Triple A Product Study.

The fastest-moving product was Chap Stick, which ranked first in its category and fourth in the total unit rankings. Its closest competitor, Robitussin DM 4 oz., a cough medication, ranked second in the category but 29th in overall rankings. Chap Stick's advertising, low price, ease of use as well as its relative high consumability accounted for its strong showing in the unit category.

In total profit dollars, Chap Stick also did well, showing up second in its category and 20th in the overall Top 100 rankings. Actifed tablets 24's was the most profitable item in the category in gross profit dollars, a reflection in part of its relatively high ticket, which also helped place it No. 1 in dollar sales.

Actifed was also the only OTC conversion product to make the list in unit movement. In the Top 100 unit sales, it ranked 43rd.

Only two products that made it into the Top 100 dollar sales rankings failed to also make it into the Top 100 gross profit dollar rankings: Contac Caps 10's and Drixoral tabs 10's. It is possible that intensive promotions within these categories shortened overall margins just enough to keep them out of the Top 100 gp dollars. Contac 10's was eighth in its category on unit movement and 80th overall.

The highest volume cough/ cold products (dollar sales)

Rank in Category	Item	Rank in Top 100
1	Actifed tabs 24's	33
2	Nyquil 6 oz.	36
3	Robitussin DM 4 oz.	46
4	Nyquil 10 oz.	56
5	Dristan tabs 24's	68
6	Chap Stick	73
7	Afrin nasal spray 15ml	75
8	Sudafed tabs 30mg 24's	79
9	Actifed tabs 12's	82
10	Contac caps 10's	84
11	Dristan tabs 24's	96
12	Drixoral tabs 10's	99

Source: *Drug Store News* 1984 Triple A Study

The most profitable cough cold products (gross profit dollars)

Rank in Category	Item	Rank in Top 100
1	Actifed tabs 24's	15
2	Chap Stick	20
3	Actifed tabs 12's	27
4	Sudafed tabs 30mg 24's	28
5	Afrin nasal spray 15ml	33
6	Robitussin DM 4 oz.	38
7	Benylin cough syrup 4 oz.	46
8	Nyquil 6 oz.	47
9	Vicks Formula 44-D 3 oz.	64
10	Dristan tabs 24's	66
11	Robitussin 4 oz.	72
12	Triaminic syrup 4 oz.	97
13	Nyquil 10 oz.	98

Source: *Drug Store News* 1984 Triple A Study

Crest still best seller; mouthwash row mounts

In the competition for best-selling toothpaste, in units and dollar sales, Crest regular in the 6.4-oz. size remains king. However, Aquafresh is now the new No. 2 squeezing Colgate—which formerly held that title—down to No. 3.

There's also been a change in position of mouthwashs, with the 32-oz. bottle of Listerine defeating the 24-oz. bottle of Scope for second place in both unit and dollar sales. Listerine ranks 13th among the Top 100 products in dollar sales, while Scope 40 oz. is 59th. And Scope doesn't even appear on the list of Top 100 ranked by units, while Listerine is 35th. Last year Scope 24 oz. was 24th in unit sales and 17th in dollar sales.

The most profitable oral/dental product is Efferdent Tablets 60's, which ranks 40th on the Top 100 products in profit dollars. It is followed by Oral B 40 toothbrushes, which ranked 52nd and Listerine 32 oz., 54th.

Oral B continues to be the best-selling brand of toothbrushes, in both dollar and unit sales. Efferdent tablets continue to be the best-selling denture cleansers.

According to a *Drug Store News* survey, dental care sales in drug chains went up 13.5% in 1983 primarily because of inflationary price increases. The oral/dental category share of the OTC department sales increased by 9.6%. Many chain buyers felt that the slight share increase was due to consumers just switching from their old brand of toothpaste, toothbrush or dentifrice to a newer, more expensive one.

The fastest moving dental/oral products (unit sales)

Rank in Category	Item	Rank in Top 100
1	Crest Regular 6.4 oz.	8
2	Aquafresh toothpaste 6.4 oz.	12
3	Listerine 32 oz.	35
4	Colgate toothpaste 9 oz.	39
5	Crest mint 6.4 oz.	42
6	Oral B 40 toothbrush	49
7	Listerine mouthwash 12 oz.	50
8	Efferdent tab 60's	65
9	Oral B 60 toothbrush	71
10	Reach toothbrush medium	77
11	Aquafresh toothpaste 4.6 oz.	78
12	Colgate Winterfresh gel	85
13	Crest Mint 8.2 oz.	90
14	Crest regular 8.2 oz.	95

Source: *Drug Store News* 1984 Triple A Study

The highest volume dental/ oral care products (dollar sales)

Rank in Category	Item	Rank in Top 100
1	Listerine quart 32 oz.	13
2	Crest regular 6.4 oz.	41
3	Aquafresh toothpaste 6.4 oz.	42
4	Scope mouthwash 40 oz.	59
5	Efferdent tab 96's	78
6	Colgate toothpaste regular 9 oz.	91
7	Efferdent tab 60's	96

Source: *Drug Store News* 1984 Triple A Study

The most profitable dental/ oral products (gross profit dollars)

Rank in Category	Item	Rank in Top 100
1	Efferdent tab 60's	40
2	Oral B 40 toothbrush	52
3	Listerine quart 32 oz.	54
4	Efferdent tab 96's	58
5	Oral B 35 toothbrush	68
6	Scope mouthwash 40 oz.	70
7	Efferdent tab 40's	92
8	Reach toothbrush medium	94

Source: *Drug Store News* 1984 Triple A Study

Slim Fast tops diet aids

Thompson Medical Co. Inc. has once again proven its dominance of the diet aid category with its newest product, Slim Fast, already No. 3 of the Top 100 products in total dollar sales.

In fact, Thompson's products are the only reducing aids to appear on the dollar sales list. Dexatrim extra strength capsule 20's and 40's are Nos. 24 and 52, respectively.

And while none of Thompson's products made it on the list of the Top 100 ranked by unit sales, the only diet aid that did was Sweet 'n Low 100's, a sugar substitute, which was No. 27. No reducing aids made it on the most profitable list.

Like diet aids, the vitamin category was dominated by one manufacturer—Lederle, maker of Centrum. Centrum was the only vitamin on the Top 100 ranked by dollar sales, where its 100 + 30 bottle was ranked No. 28.

The highest volume diet/vitamin products (dollar sales)

Rank in Category	Item	Rank in Top 100
1	Slim Fast Powder 16 oz.	3
2	Dexatrim extra strength caps 20's	24
3	Centrum vitamins 100 + 30	28
4	Dexatrim extra strength caps 40's	52

Source: *Drug Store News* 1984 Triple A Study

C5150-2A

PHARMACY
Chicago Rxers pull Advil, Nuprin off OTC shelves—p. 27

MERCHANDISER
Toothpaste pumps generate huge sales gains—p. 15

002344 7C DR
MS JEANNE LONG
CONGRESSIVE INFO SRVCS IN LT
4520 EAST WEST HIGHWAY
BETHESDA MD 20814

DRUG STORE NEWS

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Field leaving American for McKesson post

By Lou Karney

SAN FRANCISCO — Thomas W. Field Jr., president of American Stores, has resigned to become president and coo of McKesson Corp. Field replaces Thomas Drohan, president and ceo, who died in May 1984.

The announcement stunned drug and supermarket execs who had expected Field to retain the presidency of American Stores after the American-Jewel merger has been finalized in September.

Why is Field leaving American, where he had been touted as L. S. (Sam) Skaggs' heir apparent in the soon-to-be-$14 billion national food/drug chain?

Field would not return phone calls from *Drug Store News*. However, according to sources close to American, this picture emerges:

It was Field's decision. He had a good working relationship with Sam Skaggs who, as a demanding taskmaster, tightly controls the operation.

However, Skaggs, who is now 60, had been expected to retire at 65, and Field was looking forward to running his own show. But since the merger negotiations, Skaggs has given every indication that he will continue beyond 65.

With American's operation soon to extend to 40 states, travel demands for all executives—including Field—will accelerate. If Field were running American, he could temper the traveling—but not with Sam Skaggs calling the signals.

So when McKesson made Field an attractive offer, the timing was right—and Field accepted.

A supermarket chain exec who has known Tom Field for 25 years says: "I am not surprised at Tom's move. After the merger, his personal time would have been squeezed even more. Remember, Tom is a man who cherishes time with his family. His decision to leave American validates his philosophy: 'It is important to know what you *don't* want to do as much as

(Continued on page 57

'Field is retail-oriented and that dovetails with McKesson's Drug & Health Care Group, the corporation's biggest and most profitable group.'

American realigns top staff

SALT LAKE CITY — Faced with the sudden departure of its president, American Stores Company has created a new office of the president and named presidents of two key subsidiaries.

American chairman and ceo, L. S. Skaggs will assume the additional duties of president, following the resignation of Thomas W. Field Jr.

A new office of the president created by Skaggs will be staffed by Victor N. Lund, senior vp and controller, and Allan D. Stewart, senior vp, human resources at Skaggs/Alpha Beta, and Larry A. Hodges, senior vp, merchandise. Lund will take on the additional role as senior vp for financial accounting. Both Stewart and Hodges will serve as vice presidents.

Skaggs also has promoted Joseph R. Bowman, executive vp of operations at Skaggs Drug Stores, and Richard P. Gladden, executive vp of retail operations at Alpha Beta Company, president of the drug store and supermarket subsidiaries, respectively.

Auto parts department opens at Genovese

By Jim Ricchiuti

NEW YORK — Genovese Drug Stores has opened its first full-line automotive department in the basement of a new 12,000-sq.-ft. store in Jackson Heights in the New York City borough of Queens.

The 3,000-sq.-ft. automotive department, which the Melville, N.Y.-based drug retailer has dubbed the Genovese Auto Warehouse, is considered by some analysts as a test project in what may become another area of specialty retailing for Genovese. Earlier this year, the company opened its first home health-care store not far from the location of the first Genovese drug store.

One source said Genovese is projecting the department to turn at an annual rate of eight to 10 times and generate $500,000 to $700,000 in sales. The source said that the initial inventory investment for the department was in the $70,000 range.

Observers say that Genovese may be attempting to minimize the risk in its venture into auto aftermarket retailing by locating the department in a conventional drug store in an area where the Genovese name is widely known.

The fact that Genovese has given the department a separate name and is aggressively promoting the Genovese Auto

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Rite Aid's new depot-style home health care unit in Dayton.

Rite Aid opens home health depot

By Joe Caputo

DAYTON, Ohio — Rite Aid Corporation has opened its first depot-style home health care outlet, designed, industry observers say, to support a serious thrust into additional freestanding home care and rehabilitation stores.

Rite Aid's newest unit, opened three months ago in Dayton, differs from the chain's two earlier freestanding home health care stores in size, appearance and inventory.

Two earlier Rite Aid home health stores in Springfield and Cincinnati are 2,500 sq. ft. in size and stock a correspondingly smaller level of inventory than the depot unit. The new Dayton store averages 15,000 sq. ft.: 10,000 is allocated for backroom; 1,000 is for office support space, and 4,000 is devoted to the selling area.

The Dayton outlet on South Patterson Avenue doesn't look like a retail store. There are no gondola runs, merchandise is displayed on pedestals rising from the floor and on shelving against perimeter walls. "We tried to provide a professional appearance, like a physician's office," said a Rite Aid executive.

The Shiremanstown, Pa.-based chain began testing the freestanding home health care format after it acquired Lomark about 18 months ago—the Springfield store was part of the acquisition. Favorable test figures plus recognition of cost-containment efforts by Government (via Diagnosis Related

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Gray Drug Fair names Culver new president

CLEVELAND — Mac Allen Culver, a former top executive with Pay Less Drug Stores Northwest, has been named president and general manager of Gray Drug Fair, ending a nearly eight-month effort by Sherwin Williams to find a successor to head its 410-unit drug chain.

The 42-year-old Culver, who was most recently a senior vp for merchandise and distribution at Pay Less in Wilsonville, Ore., will report to Carl A. Bellini, group vp at Sherwin Williams. Bellini had served as interim president for the drug chain since October after Sherwin Williams replaced Alvin Towle, who has since become

Mac Allen Culver

chairman and ceo of Dart Drug.

Culver, the third executive to head the Gray Drug Fair operation since Sherwin Williams purchased it in 1981, inherits a drug chain that is showing signs of a dramatic turnabout after several years of lackluster performance.

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Late News

SECOND QUARTER SALES at Hook Drug advanced 10% to $86.6 million while earnings increased 3.5% to $1.9 million. For the first six months of fiscal 1984, Hook's sales rose 9.7% to $168.3 million. Earnings for the first half dropped 14.6% from $3.8 million to $3.3 million.

PEOPLES DRUG HAS NAMED Barry Wilen corporate vp for retail development. Wilen will be charged with developing new segments of specialty retailing for the chain including the possibility of a deep-discount operation. Prior to his new appointment, Wilen had been president and coo of Hillcrest Sales, a wholly owned subsidiary of Peoples.

J&J puts home health centers on auction block

NEW BRUNSWICK, N.J. — Hospital corporations, rather than retailers or medical centers, have emerged as the likely bidders for Johnson & Johnson's home health-care centers.

J&J has put its three home health-care centers—in Houston, Dallas and Long Beach, Calif.—and its home-health headquarters in Tampa, Fla., on the auction block after only one year of operation. According to a J&J spokesman, the decision to sell was reached because the units never produced the results the company had expected.

The proposed sale of the division, Home Health Care Inc., ends two years of exploration by J&J into the home health-care market. It draws the curtain on the firm's retail distribution of I.V fluids, enternal/parenteral feedings, injectible pain medications and antibiotics. The units also operate a pharmacy with a variety of oral medications and other products available in hospital pharmacies.

Although no drug store retailers appear interested in purchasing the units, many welcomed the news that J&J is exiting the business. One chain drug retailer with home health-care outlets described J&J's retreat as "wonderful."

Those who are relieved characterize the move as being in the best interest of consumers and pharmacy.

"I was disturbed when J&J first announced entry into this market," said a spokesman for a Midwest drug chain with a number of home-care outlets of its own.

Other retailers were more specific: "J&J can't compete with its own customers and not expect repercussions in other product areas," said a spokesman for another chain.

J&J's distribution of pharmaceuticals at the retail level created opposition from a number of groups, notably in California and Texas.

Bob Johnson, executive director of the California Pharmacists Association, said, "We commend J&J for its recognition that manufacturers should stick to what they know best—production of products."

Prior to J&J's announcement about leaving the market, pharmacists in the Golden State sought a licensing restriction bill that would have prohibited manufacturers from holding pharmacy licenses.

Texas and California pharmacists objected to the possible antitrust nature of home health-care products being supplied direct to consumers by manufacturers.

Johnson also called on Abbott, Travenol and McGaw to cease their pharmacy operations in California.

J&J ventured into the home health-care business with hopes of tapping into a burgeoning field expected to hit $19 billion in sales volume by 1990.

—News in brief—

Record for Genovese

MELVILLE, N.Y. — Genovese Drug Stores reported record sales and earnings for the first quarter of its current fiscal year.

Sales for the 16-week period, ended May 25, increased 18.2% from $52.3 million to $61.8 million. Earnings for the 75-store operation rose 33.3% to $880,000 from $660,000.

The chain opened three stores during the start of its fiscal year, with plans for at least four additional units before year's end.

Pay Less drops nutrition test

WILSONVILLE, Ore. — Pay Less NW is pulling its nutritional section after more than a year of testing in 10 stores in Washington and Oregon.

The section, 16 ft. of one-gondola side, contained H&BA, vitamins and snacks. There were no refrigerated or frozen foods.

In dismantling the section, Pay Less eliminated snacks and transferred natural H&BA, vitamins and cosmetics to their regular homes.

Medi-Cal fees rise 3%

SACRAMENTO—The State of California has increased Medi-Cal dispensing fees 3%—from $3.60 to $3.71.

The California Pharmacists Association had recommended at least a 10% hike. It made that increase its No. 1 priority for this legislative session.

California pharmacists had received no increase in fees since September 1980. Hopes had been high for a more substantial increase because the state had projected a surplus of $2 billion for fiscal 1984 and because studies showed that the usual and customary fee for filing a prescription by the private sector was more than $6.

Perry buys auto-parts stores

PONTIAC, Mich. — Perry Drug Stores Inc. has signed a letter of agreement to purchase Jack Lampert-Singer Super Auto Parts stores, a chain of 24 stores based in St. Louis, Mo. Last year the Jack Lampert stores generated more than $9 million in sales.

Segnari named to Begley board

RICHMOND, Ky. — Orland F. Segnari, senior vp in the drug store division of Begley Company, was elected to the board of directors following the retail chain's annual meeting

Medicaid spending down

NEW YORK — The rate of growth of Medicaid expenditure for nursing home care dropped for the first time in 10 years, according to Health Care Financing Administration officials.

In fiscal 1983, total Federal-state Medicaid payments reached $34.9 billion compared with $31.8 billion in 1982.

The last two years represent sharp reductions in the rate of increase in Medicaid expenditures. Compared with 17% gain in fiscal 1981, fiscal 1982 advanced 6.7% over 1981, and fiscal 1983 grew 9.9% over 1982.

State Medicaid directors heard the good news at a recent meeting in Chicago.

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Vol. 6, No. 17 Aug. 6, 1984

Pay Less NW unveils first deep-discount prototype

By Lou Karney

PORTLAND, Ore. — After studying deep-discount drug stores for the past year, Pay Less NW has unveiled its Value Giant prototype in a mall southeast of here.

The 30,000-sq.-ft. store, a makeover of a Pay Less superdrug store, had an opening inventory of $1.5 million to $1.8 million and is expected to produce a yearly sales volume as high as $20 million.

Value Giant will open two additional Pay Less revamps in September-October. Both will be in Hayward, Calif. (San Francisco Bay Area), 5½ miles apart. One has 25,000 sq. ft. of selling; the other, 20,000 sq. ft.

The Value Giant prototype in Portland combines borrowings from other retailers (drug discounters, warehouse stores and conventional drug stores) with innovative touches of its own. The presentation has panache and sales appeal and is a breakthrough in West Coast deep drug discounting in the following six areas:

1. Supermarket-type scanners. Approximately 65% of the inventory is UPC-coded; 20% is on six-digit lookup, and the remaining 15% consists of products on one-time deals and closeouts which are impractical to code.

2. A radical change in checkstand configuration: 12 registers in six double checkstands. The advantage: increased checker productivity. During nonpeak periods, the store has the option of using one checker at a double checkstand. The checker can ring up a new transaction on the second checkstand while the first customer is bagging purchases on the first. (Bagging by customers is a common pratice in warehouse food stores.)

3. Domestics/linens as a major department. This category is expected to ring up 10% of store sales. Inventory at retail is $150,000.

Eddie Tolleson, store manager—and a 29-year Pay Less veteran—says: "We are underpricing department stores up to 50% on domestics/linens."

Even with those discounts, domestics are high-margin, high-ticket (up to $70).

Still, the viability of this department in a deep-discount drug store has raised eyebrows in the trade. Counters Eddie Tolleson: "It's surprising how many people need to replace domestics and linens. People spend a lot of time in the bathroom, bedroom and kitchen."

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Merchandise is stacked almost to the ceiling in the new Pay Less NW deep-discount store prototype.

Pay Less NW sets October for small-store div. opening

WILSONVILLE, Ore. — Pay Less NW will open the first unit of its new small-store division in the Pacific Northwest in October 1984. The specific location won't be revealed until the transaction—now in the final signing stage—has been completed.

The site chosen is 17,000 sq. ft. overall, in contrast to the 30,000 sq. ft. which is typical for Pay Less. Approximately 65% or 11,000 sq. ft. will be for sell space. No name has yet been selected.

In a radical departure for Pay Less, the pharmacist will be the store manager. A store-operations training program will be instituted for the pharmacist-

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Drug Castle Franchises to open four new deep-discount stores

SPRINGFIELD, Ohio — Drug Castle Franchises Inc., a deep-discount franchisor headquartered here, plans to open its first four franchised stores in Houston, Orlando, Fla., and Fort Wayne, Ind.

The stores will be fashioned after the two-year-old Drug Castle deep-discounter in Springfield, which is owned by Brown Drug Co. Drug Castle Franchises is a separate operation, but its president, Richard Brown, is also president of Brown Drug Co., a 15-year-old chain of six traditional drug stores in south central Ohio.

If the Drug Castle franchise operation is successful, it will become the second major franchisor of deep-discounters. Drug Emporium, headquartered in Columbus, Ohio, has 22 franchised stores out of a total of 32 units.

Like Drug Emporium, initial capitalization for Drug Castle stores is $600,000. The one-time initiation fee for Drug Castle franchisees is $20,000, compared to the $25,000 required to become a Drug Emporium, according to industry sources.

Drug Castle franchisees must also pay royalty fees, but the corporation would not say how much.

According to Dale Obracay, vp of Drug Castle Franchises, options to franchise have already been signed for two stores in Houston and one in Orlando, with one in Fort Wayne soon to be signed. He said the franchisor would like to open at least one other location this year and possibly 10 more in 1985. Markets that are being considered are Philadelphia, New Orleans and areas in New Jersey, North Carolina, Ohio and Michigan.

Obracay said there are also plans to convert the existing Drug Castle to a franchisee.

Drug Castle prefers to open stores in locations where there are no other deep-discount stores, Obracay said.

While there may not be any other deep-discount stores in the first locations, the franchisees will be facing stiff competition from mass merchandisers, supermarkets and drug store chains. In Houston, for example, not only are there a large number of Walgreens and Eckerd drug stores, but K mart and Target discount stores.

In Orlando, there are also a number of Eckerd and Walgreens stores as well as K mart, Zayre and Albertson's. Fort Wayne has Hook's, Revco, Walgreens, Kroger, K mart

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Revco earnings up 37%; sales soar over $2 billion

TWINSBURG, Ohio — Revco Drug Stores easily vaulted over the $2 billion sales mark as the nation's largest drug chain registered a 21% sales gain, while fiscal 1984 earnings soared 37% to $93 million.

For the year ended June 2, sales totaled $2.2 billion, compared with $1.8 billion the previous year. On a per-share basis, net income rose 33% to $2.54 from $1.91 per share in fiscal 1983.

Fiscal results for 1984 and 1983 were restated to reflect the acquisition of Odd Lot Trading Inc., which was purchased in May for 4.4 million shares of Revco common stock, valued at $113 million at the time of the transaction. Revco said the Odd Lot acquisition did not dilute the company's earnings-per-share for the year.

Net earnings for the 17-week fourth quarter increased 17% to $30 million, or 83¢ per share, from $25.9 million during the 16-week fourth quarter in 1983. Fourth-quarter sales advanced 22% to $722.8 million from $592.3 million the previous year.

Revco chairman Sidney Dworkin attributed the company's strong showing to double-digit increases in same-store sales, effective cost controls, a lower rate of inflation and a continued strong performance by the former Skillern stores. He also cited the strong gains registered by the 92 Odd Lot stores.

The company said that the LIFO charge for the year was 13¢ per share, compared with 18¢ in 1983. The reduction in the LIFO charge was due to a sharp decline in the inflation rate for up-front merchandise and moderately lower rate for prescription drugs.

But, while reaching the $2 billion sales mark signified a triumphant milestone for Revco, fiscal 1984 also produced some sobering experiences for the 28-year-old drug chain.

The Twinsburg, Ohio-based chain faces a number of multi-million-dollar lawsuits after a product manufactured by its Carter-Glogau subsidiary was linked to the deaths of 38 premature infants. Publicity sur-

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Revco circular program a boost for store traffic

TWINSBURG, Ohio — Revco's new circular program — the first major effort that the chain has tried in 20 years—has increased sales by as much as a third in some stores.

The circulars are being printed six times a year with 22 million copies per run. The proportion of circulars sent by mail and those inserted into newspapers varies by location, according to Budd Dworkin, senior vp-marketing.

Dworkin said this is the first time in about two decades the chain has undertaken a circular program. "It's a good vehicle for building traffic," said Dworkin.

The circulars were first tested in early 1983 in the Dallas market, where Revco has some 100 stores. The test showed that sales in those stores increased an average of 33⅓% during the first few weeks after the circulars appeared.

Revco launched its first chainwide circular in October 1983. Two more chainwide runs were tried around Christmas and a fourth in February 1984. Revco's fiscal year ended in May.

Dworkin said average sales increases plateaued at an average of 30%. He said that store managers reported seeing many new faces after circulars appeared. For example, Revco stores in the suburban Chicago area received calls from shoppers who said they didn't even know the chain was there until they saw the circulars.

Revco
DISCOUNT DRUG
Prices effective starting May 20, 1984
Hot
Summer Savings
Insulated Picnic Bag
Assorted colors and designs
Roomy 14" x 8" x 8"
Keeps food hot or cold
Revco's low, everyday discount price $5.99
Mesh Stack Chair
30"
• sturdy construction
• white coated wire
• great for kitchen, patios, porches
Revco's low, everyday discount price $5.99
Insulated Six Pack Chest With Handle
Folds flat for easy storage
Assorted colors and designs
Revco's low, everyday discount price $2.99
Pump Pot
1.5 Liter Liquid Dispenser
For parties, picnics and lunches
Vacuum bottle Assorted designs
Revco's low, everyday discount price $4.99
Charcoal Briquettes
10 lbs.
Revco's low, everyday discount price $1.59
LIGHTER FLUID
32 fl. oz.
Revco's low, everyday discount price 99¢
BBQ Grill
18"
Folds for easy storage
Revco's low, everyday discount price $5.99
4 piece Steak Knife Set or 2 piece Knife and Fork Set
• durable stainless steel
• ultradiget, functional design
Revco's low, everyday discount price YOUR CHOICE 99¢ ea.

Revco's new circular program has increased sales by as much as one-third in some of the chain's stores.

Dworkin said Revco had previously abandoned the use of promotional circulars because items are always sold at a discount. Even now, the advertised products are not being sold at a lower than everyday price. However, the chain does look for items it can buy on deal specifically for the ads.

The circulars, which average 12 pages, also contain coupons ranging anywhere from 30¢ to $1 off. For example, in the summer circular, there were coupons for 30¢ off Bayer 100's; 50¢ off any Revlon fragrance, Revco private-label baby oil and suntan lotion, and $1 off Acutrim 20s and Theragran-M 100, plus 30 free.

Dworkin said the circulars also offer an opportunity to promote imports, some of which the chain has never advertised before. Such was the case with the Dacron Hollofil II pillows that were shown in the summer circular at $4.99 for the standard size.

Rite Aid president eyes $1.45 billion in sales

HARRISBURG, Pa. — Reciting a litany of strong sales and earnings results from last year's corporate performance, chairman and president Alex Grass told shareholders at the Rite Aid annual meeting here that the diversified retailer's total sales this year would top $1.45 billion.

Grass said that continued strength in prescription and private-label sales contributed to the strong performance of the drug store division. Pharmacy sales for the first quarter of fiscal 1985 represented 32.5% of total chain sales, he said, compared with 31% last year. Private-label sales constitute more than 13% of drug store sales. Same-store sales for the quarter were up 8.6%.

Grass promised the chain would easily meet its target of adding at least 110 new stores by year end. Rite Aid currently operates 1,197 drug stores in 19 states.

While Grass indicated that the "continued strong performance" of the drug store division "accounts for the bulk" of Rite Aid's business, he said the chain plans to expand its efforts into other areas of specialty retailing.

Grass said that there will be more than 50 ADAP discount auto-parts stores operating by year end and that sales for that division would reach $50 million. In addition to opening stores in existing markets in Massachusetts, Rhode Island, New Hampshire and Connecticut, Rite Aid has targeted New York as among the new markets that it will enter with ADAP stores.

Improved gross margins and reduced inventory shrinkage and markdowns during the Christmas season, together with an improvement in off-season losses, helped Circus World contribute profits of $2 million last year to Rite Aid's balance sheet. Grass said Rite Aid will have nearly 200 toy stores by the close of 1984.

Similar plans for expansion are under way for Rite Aid's small chain of contemporary variety stores. The company is currently operating seven Heaven stores with four more sites under construction. Rite Aid expects to open at least 10 Heaven locations this year. If the performance of the 3,000-sq.-ft. variety stores meet corporate expectations, Rite Aid said it "will then be prepared to accelerate the growth" of the chain.

Rite Aid is planning to open approximately 180 stores in its four retail divisions. The company said new store openings will be financed with a $55 million capital budget.

Rite Aid's income from its 28.2% interest in Superdrug Stores P.L.C. in Britain fell 19.5% last year to $1.5 million. However, Grass called the results outstanding in light of the continued weakness of the pound against the American dollar and the fact that Rite Aid reduced its holdings last year in the British affiliate by almost 20%.

Grass is also optimistic about Rite Aid's domestic nonretail operations.

Rite Aid in 1984 posted earnings of $62.2 million on sales of $1.2 billion.

Cline seen as choice to take helm at Jewel

CHICAGO — Drug store retailers and analysts say they had expected the recent resignation of two top Jewel officers, W. R. Christopherson, 58, and Lawrence Howe, 62.

They also said they expected that Richard G. Cline, 49, would take the helm as Jewel's new chairman, chief executive and president. Cline, an 11-year veteran of the company, was formerly president and coo; his successor as coo has not been named.

"This is all part of [American Stores chairman and ceo] Sam Skaggs' goal to consolidate the company," explained Richard Elam, an analyst with Blunt, Ellis and Loewi in Chicago. "It is the way he operates—he wants to know just what's going on."

Others added that it was only natural that Christopherson and Howe would make an exit because "both were opposed to the sale." The management team were visibly opposed to the recent $1.16 billion sale of Jewel to American Stores.

What did catch analysts off guard was Thomas W. Field Jr.'s announcement that he was leaving American Stores to join McKesson as president and coo.

At American and Jewel the following other appointments have been announced: Thomas H. Sunday, 39, appointed vice chairman of Jewel; Scott Bergeson, 46, vp of administration at American, has been named Jewel's executive vp. Also named to the new board are American's Michael Miller and Fred P. McBrier.

Those contacted by *Drug Store News* expect no immediate changes with either management. "If there is any more consolidation it will come further down the line," one analyst concluded.

Warning from Nielsen vp

Drug stores lose ground to other outlets on H&BA's

MINNEAPOLIS — Drug stores continue to lose ground when it comes to competing with food and mass-merchandise stores for health & beauty aids sales.

That's the news A. C. Nielsen's vp and manager of Drug/H&BA Trade Services, William J. McCormac, told 400 retailers and suppliers gathered for the National Association of Chain Drug Store's annual General Merchandise Conference here last month.

He warned that food and mass outlets are "seriously eroding" the drug industry's share of sales within the category. McCormac said the continued trend toward one-stop shopping, coupled with the strong emphasis placed by food and mass stores on merchandising H&BA's, are two reasons drug stores' market share is slipping.

Citing statistics that showed the drug store industry lagging behind food and mass-merchandise stores in unit and dollars sales for growth in 25 selected H&BA categories, McCormac said the trend holds "disturbing implications" for the future.

"The growth rates for 25 traditional drug store product categories are less in the drug store then they are in either food or mass-merchandise stores," he said.

Even the industries' best performing H&BA subcategory, home waves, which experienced a nearly 400-fold increase over 1977's base level, still trailed behind the category's performance in food stores, which experienced a more than 500-fold increase. Mass-merchandise sales generated a 400-plus-fold increase.

"More aggressive sales and promotions have taken business away from the drug stores," McCormac said. "The consumer is being offered a wider variety of product and a wider variety of outlets in which to purchase them.

"The fact that food stores and mass-merchandisers are handling the leading brands and sku's has also negatively impacted business."

McCormac also said that the drug trade's continuing promotional and advertising emphasis on foods, beverages and other "nontraditional" drug store categories has made the industry more vulnerable to onslaughts from food and mass-merchandise stores seeking to increase their share of profitable H&BA sales.

Noting that drug stores still have a competitive advantage over food and mass-merchandise stores because they generally carry much wider and broader H&BA selections, McCormac suggested that the drug industry stress its wide variety of selection in ads.

In a related presentation,

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FINANCIAL

Walgreens sales up 16.7%; Mexican affiliate still ailing

DEERFIELD, Ill. — Strong sales, coupled with a greater control of expenses, contributed to Walgreen Co.'s impressive third-quarter results, according to chairman Charles R. Walgreen III.

Sales for the quarter, ended May 31, increased 17.5% to $685 million, while net profits for the period rose 21.3% to $19.2 million. For the first nine months of the current fiscal year, sales jumped 16.7% from $1.8 billion to $2.1 billion. Net earnings for the nine months were up 25.6% to $59.4 million vs. $47.3 million last year.

Net earnings from United States operations rose 23.9%, according to Walgreen, and "more than offset the decrease in equity income from Sanborns, our Mexican affiliate." Sanborns continues to be affected by Mexico's weakened economy, high inflation and peso devaluations. Estimated LIFO inventory calculations contributed to a $331,000 loss from Sanborns for the third quarter.

Company president Fred Canning reported that the drug store division sales, led by "exceptional pharmacy performance," rose 18.2% for the quarter and 17.1% for the nine months. Sales in comparable units (those open for at least one year) were up 11.6% for the first nine months.

New stores

Fifty-five new drug stores have opened since the start of the fiscal year. As of June 30, the total number of drug stores and restaurants reached 1,067 compared with 1,007 a year ago.

The company concluded that it will reach record results this fiscal year, despite facing a $4.8 million LIFO credit which occurred in last year's fourth quarter.

2nd-quarter net income increases 75% at Gray

CLEVELAND — Net operating income for the second quarter ended June 30 at Gray Drug Fair, a subsidiary of Sherwin Williams, soared 75% to $4.2 million from $2.4 million in the second quarter of 1983.

Drug store sales rose 12% to $153 million from $136.9 million the previous year.

For the first two quarters, net operating income at Gray has nearly doubled from the previous year to $8 million from $4.1 million. Sales through the first six months of the fiscal year are up 11% to $303 million from $272.5 million in 1983.

Sherwin Williams said that aggressive advertising, "better-balanced inventories" and "tight operating controls" were factors in the drug chain's strong performance.

Commenting on the second-quarter performance of its drug and paint stores, John G. Breen, chairman, president and ceo of Sherwin Williams said: "While we are pleased with the drug stores and paint stores' strong performance in the second quarter, we believe our consolidated results could have been higher. We will continue to emphasize aggressive marketing and cost efficiencies for the remainder of the year."

Chain drug stocks generate mixed results

		STOCK PRICE							TREND TO MARKET				EARNINGS/SHARE					P/E	DIVIDENDS			FINANCIAL POSITION					
		From 06/29/84 - 07/16/84							Price Trend (% per day)		Volume Trend (% per day)			Latest 12 Months vs Preceding 12 Months Change		5-Year Annual Growth Rate	Profit Margin							Last Fiscal Year (Per Share)		
					Monthly Change		52-Week						Last Fiscal Year					Latest P/E Ratio	Indicated Dvd. rate		Last X-Dvd. Date	Last Fiscal Year		Current Ratio	Long Term Debt	Common Stock Equity	Last Balance Sheet Date
Name	Symbol	High	Low	Close	Amt	Pct	High	Low	Last 30 Days	Last 5 Days	Last 30 Days	Last 5 Days		Amt.	Pct				Amt.	Yield		Revenue	Earnings				
-	-	$	$	$	$	%	$	$	%	%	%	%	$	$		%	%	-	$	%	-	$ Mil	$ Mil	-	$	$	-
Chain Store transactions																											
Adams Drug	ADG	12.88	12.25	12.25	-.75	-5.77	24.88	11.00	.30	-1.19	-2.24	23.14	1.74	.62	F	55.3	40.0	2.4	7.0	.04	.3	06-11-84	302.1	7.1	3.2	7.78	11.40	1283
Am Stores	ASC	33.25	31.88	33.13	.75	2.32	44.00	26.50	.75	.92	-3.35	12.10	3.61	.92	F	34.2	62.0	1.5	9.2	.64	1.9	06-20-84	7983.7	117.9	1.5	12.39	15.26	0184
Begley Drug	BGLY	14.50	14.50	14.50	.00	.00	23.00	14.50	.08	.19	.53	-33.33	1.47	1.46	N	NC	-10.0	1.4	9.9	.68	4.7	07-16-84	56.8	.8	1.8	11.50	17.52	0383
Big B	BIGB	10.13	9.38	9.38	-.75	-7.41	14.50	8.88	-.02	-.76	-4.62	17.58	.53	.14	Q	33.3	23.0	3.0	16.7	.00	.0	09-21-83	117.0	3.5	2.3	.18	3.88	1283
Dart Drug Corp	DRUGA	103.00	91.00	93.00	-12.50	-11.85	121.00	57.00	.74	-.98	1.26	-2.07	5.43	6.32	N	207.2	67.0	3.1	9.9	.13	.1	06-04-84	291.8	9.1	2.0	12.01	28.91	0183
Drug Sys	DRGS	3.75	3.50	3.75	-.13	-3.23	9.31	3.50	-.90	1.51	-1.98	13.83	.56	.56	F	NC	NC	2.1	6.7	.00	.0	01-25-84	82.3	1.7	2.8	2.40	3.12	0383
Eckerd, Jack	ECK	23.25	21.75	22.00	-1.25	-5.38	29.38	20.63	.17	.14	.21	10.49	1.91	.31	N	16.5	6.0	3.1	10.1	1.00	4.5	06-11-84	2325.0	71.7	2.0	.30	15.17	0783
Fay's Drug	FAY	9.50	8.88	9.25	-.13	-1.33	14.50	8.38	.21	-.33	-2.35	-23.64	.60	.15	Q	31.2	56.0	2.6	14.7	.20	2.2	06-18-84	312.4	8.1	1.7	1.78	3.82	0184
Genovese Drug	GDX	14.63	14.13	14.13	-.25	-1.74	20.50	10.19	.14	-.17	-6.56	18.85	.96	.31	Q	43.6	79.0	2.0	13.8	.20	1.4	06-14-84	193.8	3.9	1.9	2.83	4.92	0184
Hook Drugs	HOOK	21.00	20.25	21.00	.50	2.44	29.50	18.50	.42	.41	-2.23	-61.75	2.01	.03	Q	1.6	8.0	2.7	11.1	1.00	4.8	07-09-84	320.5	8.7	1.7	2.86	9.37	1282
Longs Drg Strs	LDG	37.75	36.50	37.00	-.38	-1.00	49.75	34.00	.17	.14	-2.08	-27.60	3.43	.45	Q	14.8	11.0	3.0	10.6	1.28	3.5	05-22-84	1214.4	36.4	1.9	.00	20.32	0184
Pay N Save	PAYN	17.63	16.13	16.13	-1.13	-6.52	28.75	14.38	.00	-1.04	-.13	35.25	2.02	.38	Q	25.1	3.0	2.5	8.5	.60	3.7	05-21-84	1220.5	30.1	2.0	9.01	14.37	0184
Pay Less NW	PAY	18.00	17.50	17.75	.13	.71	19.88	14.00	.52	-.20	.46	-24.14	1.35	.30	Q	27.0	4.0	2.9	12.6	.34	1.9	06-18-84	852.9	24.7	1.8	4.62	7.19	0184
Perry Drug	PDS	15.50	14.38	15.50	1.00	6.90	22.38	12.38	.33	.76	-7.66	-52.84	1.02	.37	Q	50.0	11.0	1.6	14.0	.24	1.5	05-21-84	285.5	4.5	2.2	2.78	9.75	1083
Revco Drug	RDS	28.38	26.25	26.25	-1.75	-6.25	37.50	24.00	.15	-.64	-1.24	23.77	2.13	.56	N	29.7	24.0	3.7	10.8	.80	3.0	06-11-84	1792.8	66.5	2.5	1.33	11.59	0583
Rite Aid Corp	RAD	21.25	19.75	21.00	.38	1.82	23.44	17.50	.47	1.96	1.21	-27.20	1.47	.28	F	23.5	31.0	5.1	14.3	.41	2.0	04-10-84	1223.3	62.2	2.3	.49	7.68	0284
Thrifty Cp	TFD	16.25	15.25	15.38	-.13	-.81	22.00	11.50	.14	-.49	-.20	9.03	1.13	.28	S	28.0	19.0	1.9	12.0	.52	3.4	08-06-84	1187.8	22.5	1.5	5.39	6.83	0883
Walgreen Co	WAG	36.00	34.38	35.63	1.00	2.89	40.38	28.63	.48	.15	-.98	1.10	2.24	.57	S	29.0	34.0	2.9	14.1	.72	2.0	05-14-84	2360.6	69.0	1.6	1.76	11.47	0883
Wholesaler's transactions																											
Bergen Bruns	BBCA	22.25	20.13	20.25	-2.00	-8.99	35.50	19.00	.22	-1.01	-3.55	8.74	1.60	.21	N	13.2	36.0	1.4	11.3	.32	1.6	07-26-84	1452.0	20.0	1.6	1.22	9.99	0883
Durr Fillauer	DUFM	12.63	11.38	12.38	1.00	8.79	21.00	10.25	.45	-.62	-3.87	-42.29	.80	.05	Q	6.6	22.0	1.9	15.5	.16	1.3	05-21-84	263.2	5.0	2.3	2.03	6.80	1283
McKesson Cp	MCK	37.00	34.75	36.00	1.13	3.23	49.63	32.38	.33	-.21	.03	33.69	3.25	.04	F	1.2	1.0	1.5	11.1	2.40	6.7	05-25-84	4260.0	63.0	1.4	10.45	30.25	0384
Foxmeyer Cp	FOXM	22.25	21.75	22.00	.00	.00	28.50	20.00	.36	.30	-5.83	19.30	.94	1.43	N	NC	103.0	.7	15.4	.00	.0	00-00-00	351.1	2.3	2.2	15.38	3.87	0383
Ketchum	KCH	13.88	12.38	13.50	1.25	10.20	21.00	11.38	-.07	.16	1.72	-29.59	.89	.51	N	113.3	97.0	.4	14.1	.00	.0	09-26-83	211.4	.9	1.5	5.87	5.68	0483
Owens & Minor	OBOD	13.13	12.75	12.75	.00	.00	18.50	11.25	.57	-.19	-1.49	-56.14	1.41	.48	Q	53.3	12.0	1.2	9.2	.36	2.8	06-06-84	255.2	3.0	2.8	5.07	11.69	1283
Spectro Indus	SPO	21.88	20.50	20.63	-.63	-2.94	25.38	15.50	.23	-1.21	-3.96	-4.74	1.78	.43	F	31.8	63.0	1.8	11.6	.14	.7	07-03-84	395.4	7.2	1.7	2.86	7.24	0383
Manufacturer's transactions																											
Abbott Labs	ABT	43.88	41.38	42.00	-1.63	-3.72	53.38	38.25	.05	-.86	-1.39	10.22	2.86	.50	Q	20.2	27.0	11.9	14.1	1.20	2.9	07-09-84	2927.9	347.6	1.9	4.00	11.71	1283
Am Home Prod	AHP	53.63	49.13	49.63	-3.38	-6.37	55.75	43.63	-.21	-.69	1.89	-21.03	4.00	.41	F	11.4	17.0	12.9	12.4	2.64	5.3	05-07-84	4856.5	627.2	3.0	.00	13.14	1283
Baxter Travenol	BAX	15.38	13.25	14.38	-1.00	-6.50	31.31	13.25	-.33	.73	-.55	-13.53	1.45	.10	Q	7.8	24.0	11.8	10.5	.33	2.3	06-05-84	1842.5	218.1	1.7	1.60	8.17	1283
Block Drugs Co	BLOCA	26.00	25.00	25.50	-.50	-1.92	29.13	25.00	-.25	-.32	2.41	-50.00	3.28	.33	F	11.1	16.0	10.0	7.8	1.00	3.9	06-05-84	238.2	23.9	2.5	2.35	17.84	0383
Bolar Pharm	BLR	28.25	26.00	26.38	-1.63	-5.80	31.50	17.50	.03	.05	-3.33	-35.44	1.15	.27	Q	30.3	53.0	19.2	22.7	.05	.2	02-10-84	25.5	4.9	4.9	.00	4.76	1283
Bristol-Myers	BMY	46.88	43.75	45.25	-1.75	-3.72	49.38	35.75	-.09	.27	.85	-15.83	3.00	.45	Q	16.7	20.0	10.4	14.5	1.60	3.5	06-29-84	3917.0	408.0	2.4	.71	13.99	1283
Carter-Wallace	CAR	21.88	20.50	20.75	-1.13	-5.14	26.38	18.00	.13	.10	1.36	16.67	2.25	1.69	F	301.7	20.0	5.7	9.2	.48	2.3	04-13-84	323.1	18.4	2.4	1.69	21.67	0384
Cooper Labs	COO	26.75	23.38	24.00	.00	.00	27.00	10.38	.18	-.88	1.40	-22.56	NA	NA		NA	NA	NA	NA	.12	.5	03-12-84	NA	NA	NA	NA	NA	NA
Forest Labs	FRX	15.63	13.88	14.38	-1.38	-8.73	39.63	13.50	-.19	-.86	-3.33	12.52	.54	.06	F	12.5	59.0	13.4	26.6	.00	.0	01-14-83	21.6	2.9	3.7	.37	3.03	0383
ICN Pharm	ICN	8.25	7.13	7.38	-.88	-10.61	13.88	4.88	.61	-1.47	-.03	-.65	.22	-.09	Q	-28.1	43.0	5.1	32.1	.00	.0	00-00-00	37.0	1.9	4.3	.20	4.34	1183
Key Pharm	KPH	13.13	12.25	12.63	.25	2.02	25.75	10.63	-.06	-.19	-2.15	-21.22	.51	.17	Q	44.7	83.0	14.8	23.0	.16	1.3	06-11-84	127.3	18.8	2.1	1.16	1.67	1283
Lilly Eli Co	LLY	60.88	57.50	58.13	-2.50	-4.12	68.38	56.63	-.11	-.62	.77	6.92	6.13	.89	Q	16.3	12.0	15.1	9.2	2.90	5.0	05-09-84	3033.7	457.4	1.9	1.23	28.86	1283
Lee Pharm	LPH	3.50	3.13	3.25	-.25	-7.14	3.75	2.00	.00	.19	-6.32	29.91	-.49	.54	Q	NE	-57.0	-14.3	NE	.00	.0	00-00-00	7.0	-1.0	2.6	.41	1.53	0983
Marion Labs	MKC	38.50	34.75	35.50	-3.00	-7.79	48.00	27.25	.03	-.79	-6.91	9.84	.78	.46	N	69.6	17.0	8.2	31.7	.40	1.1	06-14-84	181.2	14.8	2.5	.05	5.93	0683
Merck & Co	MRK	92.50	83.88	84.88	-7.63	-8.24	104.63	82.63	-.02	-.05	2.96	-39.92	6.10	.58	Q	10.2	7.0	13.9	13.6	3.00	3.5	05-29-84	3246.1	450.9	1.7	5.21	32.92	1283
Morton Thiokol	MTI	76.00	74.63	74.75	-1.25	-1.64	84.50	60.00	.03	.13	.09	3.15	5.15	1.25	N	25.7	17.0	5.2	12.3	1.76	2.4	05-24-84	1509.2	78.5	1.4	8.90	32.79	0683
Mylan Labs	MYLN	30.25	26.75	28.63	1.63	6.02	30.25	9.16	1.38	-.41	3.65	-25.53	.60	.17	F	39.5	107.0	12.7	47.7	.08	.3	05-21-84	36.9	4.7	5.4	.31	2.28	0384
Newport Pharm	NWPH	4.50	3.75	3.75	-.88	-18.92	10.75	3.75	-.60	-3.81	-2.63	29.77	-.03	-.09	N	NE	14.0	-3.4	NE	.00	.0	00-00-00	8.8	-.3	3.7	.24	1.12	0483
Pfizer Inc	PFE	33.25	30.25	30.63	-2.13	-6.49	44.50	30.25	-.05	-.93	-.24	19.83	2.73	.60	Q	27.0	19.0	11.9	10.9	1.32	4.3	05-14-84	3750.0	447.1	2.1	3.03	13.67	1283
Reid Prov Labs	REID	3.50	3.38	3.38	.00	.00	4.75	2.75	-.26	.53	1.24	19.08	.10	.03	N	30.0	56.0	6.1	26.0	.05	1.5	12-09-83	11.4	.7	3.1	.03	.80	0683
Robins, AH	RAH	15.00	13.75	14.75	.50	3.51	29.38	13.00	-.04	-.12	-3.67	-21.92	2.40	.20	Q	9.1	20.0	10.3	6.2	.68	4.6	05-04-84	563.5	58.2	3.2	1.30	13.99	1283
Rorer Group	ROR	31.75	29.38	29.75	-1.75	-5.56	34.25	25.25	-.02	-1.31	.01	8.42	2.02	.24	Q	13.0	11.0	8.9	14.3	1.08	3.6	08-06-84	475.3	42.4	2.0	2.18	10.43	1283
Scherer RP Co	SCHC	10.88	9.75	9.75	-1.13	-10.34	28.25	9.13	-.09	.37	.50	15.70	.52	-.52	F	-50.0	-1.0	2.3	18.8	.32	3.3	03-14-84	171.7	4.0	2.5	4.57	10.88	0383
Searle, GD	SRL	45.50	40.25	44.88	-.88	-1.91	55.88	37.50	.06	2.50	2.81	20.08	2.39	-.17	F	-6.6	14.0	12.6	18.8	.52	1.2	05-08-84	946.0	119.0	2.4	3.62	14.85	1283
Squibb Corp	SQB	46.38	43.50	45.00	-1.13	-2.44	55.63	37.50	.48	.07	-.46	7.00	3.31	.33	Q	10.8	11.0	9.8	13.4	1.44	3.2	05-14-84	1768.9	173.3	2.4	3.86	23.24	1283
Sterling Drug	STY	26.88	24.25	24.50	-2.25	-8.41	29.63	23.50	.12	-.43	-.66	9.80	2.24	.13	Q	6.0	7.0	7.2	10.8	1.16	4.7	05-01-84	1901.2	136.8	2.7	1.44	14.96	1283
Syntex Corp	SYN	45.25	41.63	42.00	-1.00	-2.33	61.50	37.75	.27	-1.36	-3.18	-44.11	4.30	.40	S	9.9	36.0	17.2	9.5	1.60	3.8	05-07-84	870.2	149.3	2.2	3.37	18.11	0783
Thompson Med	TM	25.38	23.88	24.25	-1.00	-3.96	26.50	12.75	.00	.40	-1.78	-8.00	1.65	.76	Q	61.7	70.0	11.0	12.2	.40	1.6	06-11-84	149.4	16.5	4.5	.00	4.53	1182
Upjohn Co	UPJ	65.25	51.00	51.75	-14.50	-21.89	72.25	50.75	-.49	-3.72	8.64	15.58	5.28	1.65	Q	38.7	2.0	8.1	8.8	2.56	4.9	07-02-84	1986.1	160.2	2.2	18.02	34.74	1283
Warner-Lambrt	WLA	31.50	29.50	30.00	-1.38	-4.38	36.75	26.38	.04	-.47	-.39	12.25	2.51	.50	Q	23.6	1.0	6.5	11.5	1.48	4.9	04-30-84	3108.3	200.5	1.9	7.53	17.75	1283
Zenith Labs	ZENI	15.25	14.00	15.00	-.25	-1.64	17.75	12.00	-.30	.37	.00	-29.94	.73	-.54	Q	-45.7	61.0	7.8	23.4	.00	.0	00-00-00	32.1	2.5	4.6	1.12	5.12	1283

All data is based on sources believed to be reliable, but its accuracy is not guaranteed. Every effort will be made to correct errors, when discovered, in future issues.

Footnotes:

NA - Not Applicable
NC - Not Calculable
NE - Negative Earnings
NM - No Meaningful Figure
Q - First Quarter
S - First 6 Months
N - First 9 Months
F - Fiscal Year

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